

**ABSTRACT**

A program drawing-up apparatus can provide information effectively and efficiently. The program drawing-up apparatus (2) comprises a program control device (3) and a narration synthesizer device (4). The program control device (3) has a delivery request acquisition section for acquiring a delivery request from a client apparatus (6), a contents data retrieval section for retrieving contents data and a program drawing-up section for drawing up a program showing the sequence of delivery of the contents data and the auxiliary data on the basis of the delivery request. The narration synthesizer device (4) has a narration synthesizing section for synthetically generating narration data to be delivered in combination with contents data. Information can be provided effectively because contents can be delivered with one or more than one narrations added thereto.